

# Award-winning IT managed service provider partners with Molex to create landmark new HQ ➤



## CUSTOMER PROFILE

Aspire Technology Solutions ([www.aspiresets.com](http://www.aspiresets.com)) is an award-winning managed service provider and internet service provider specializing in cloud, connectivity and IT support.

Established in 2006 and based in Gateshead Tyne & Wear, they are one of the fastest-growing IT companies in the UK. Amongst a range of solutions, Aspire has invested millions into launching their own North East full-fiber network. Known as Ultrafast Dedicated Connectivity (UDC), they offer some of the fastest connectivity speeds and one of the most reliable services available in the country.

Aspire is also a Certified Installer of Molex Connected Enterprise Solutions cabling and have partnered with Molex to deliver a range of solutions across the UK.

## THE CHALLENGE

With year on year growth, and adding over 70 new colleagues to their team during the past 12 months alone, Aspire needed a new headquarters that would give them the room to continue to deliver their ambitions growth plans.

A former iconic nightclub, the Baja Beach Club, which closed its doors in 2008 and has remained derelict ever since, offered the perfect location for the company. To ensure the office met the growing companies needs, significant redevelopment was required. This included ensuring the building's infrastructure was fit for purpose.

## THE PRODUCT

Molex PowerCat 6A cabling solution.

The Molex Category 6A solution provides a number of advantages over Category 6 products: enhanced bandwidth, decreased crosstalk interference, greater transmission speeds, and cable lengths up to 100m for 10-Gigabit Ethernet. For additional performance, STP and FTP products are also available.

The Molex C6A solution includes cables, patch cords, jacks and patch panels, and specialist ranges such as antimicrobial and IP-rated products.

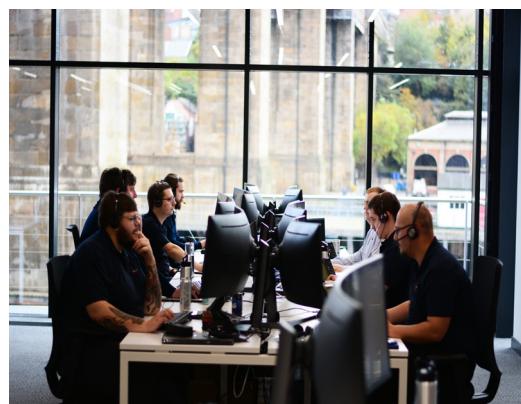
## THE SOLUTION

The new 30,000 sq ft office development, named Pipewell Quay, has undergone significant development by property development and investment business, Adderstone Group and Newcastle-based architects Ryder. State of the art office space, break-out zones and meeting rooms are spread across three floors.

As a cutting-edge service provider, it was essential that Aspire's network infrastructure delivered the highest performance and reliability. Molex PowerCat C6A end-to-end solution was deployed throughout the building with over 35km of cable installed. Specifically designed to support high speed data network applications such as 10-Gigabit Ethernet (10GBASE-T), Cat 6A is already the minimum standard for critical environments such as data centers and hospitals. It is also becoming increasingly popular in other commercial environments as a "future-ready" solution that provides capacity for both business expansion and technological evolution. U/FTP "foil twisted pair" cable was used for its outstanding signal isolation and resistance to alien crosstalk for applications up to 500MHz.

**Product & Solutions Director, Ben Upton said:** "Our new HQ on the banks of the Tyne provides a fantastic place to work. Having more than doubled our headcount over the past couple of years, we now have further ambitious expansion plans. Our new office boasts a range of new work spaces and technology that will transform how we collaborate, both internally and externally.

*Molex is well known throughout the industry for the quality and reliability of their products. It was a natural choice for us to use Molex products as part of our extensive office refurbishment to ensure the best performance for both our people and our customers."*



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